

SAMPLE REQUEST FOR EDITORIAL SUPPORT

Dear (Editor, Publisher or Editorial Page Editor)(use exact name and title),

National Infant Immunization Week, (April 16-22, 2000) is a good time to focus on the importance of getting children immunized, not just to protect the individual child, but to protect the health of the entire community. The more children who are immune from the preventable childhood illnesses, the less risk there is for those in the community who are not immunized—this may include the very young, the elderly, those with weakened immune systems, the poor, and the underserved.

The problem in our country today is that people have not seen a case of diphtheria, pertussis, or polio in several generations. They don't realize the severity and devastation these diseases can cause. Many parents think the discomfort caused by the injection or the infinitesimal risk of serious illness from the immunization itself is a good reason not to immunize their children. But parents who do immunize their children not only provide individual protection to them, but also contribute to the overall protection of other children.

We respectfully suggest that an editorial in support of infant immunization would be a worthwhile public service during National Infant Immunization Week. Not only are the rates of death, disease, and disability from these diseases a consideration, but the medical costs to treat them and the lost productivity from parents who must miss work to care for their sick children are enormous.

If we believe that it takes a village to raise a child, then the inverse is certainly true as well. It takes the collective choice of individual parents to immunize their children to protect an entire village.

Thank you for your consideration of this issue. If you would like further information on infant immunization, please feel free to contact me at (phone number.)

Sincerely,

Member
Your Organization Name